Thrive Therapy, PLLC

SMS Messaging Privacy Policy

Effective Date: 11/11/2026

1. Introduction

Thrive Therapy, PLLC ("Thrive Therapy," "we," "us," or "our") respects the privacy of our patients and their families. This SMS Messaging Privacy Policy describes how we collect, use, protect, and disclose personal information associated with our text messaging services.

Thrive Therapy provides pediatric speech-language therapy services and is committed to protecting patient information in accordance with applicable federal and state laws, including the Health Insurance Portability and Accountability Act (HIPAA).

2. Information We Collect

When you consent to receive SMS messages from Thrive Therapy, we may collect:

- Your name and mobile telephone number.
- Your relationship to the patient.
- Your SMS consent and communication preferences.
- Your text messaging history, including messages sent to and received from our office.
- Other information you voluntarily provide during communications.

3. How We Collect Information

We collect information directly from patients' parents or legal guardians through patient intake and registration forms, SMS consent forms, telephone communications, and direct text message interactions with our office.

4. How We Use Your Information

Thrive Therapy uses SMS messaging for administrative and patient-related communications, including:

- Appointment reminders and confirmations.
- Scheduling and rescheduling appointments.
- Appointment cancellations.
- Office closures and schedule changes.
- Responses to questions regarding scheduling and office operations.
- Other administrative communications related to therapy services.

Our SMS messaging program is not intended for advertising or promotional marketing.

5. SMS Consent and Communication Preferences

SMS participation is voluntary. Consent is obtained through our patient intake process.

By opting in, you agree to receive text messages from Thrive Therapy at the mobile number provided.

You may opt out of SMS communications at any time by replying **STOP** to any message received from Thrive Therapy.

For assistance, reply **HELP** or contact our office directly.

Message frequency varies based on appointment schedules and communication needs. Message and data rates may apply.

Consent to receive SMS messages is not required as a condition of receiving therapy services.

6. Information Sharing and Disclosure

Thrive Therapy does not sell or share personal information, mobile telephone numbers, or SMS consent and opt-in data with third parties or affiliates for marketing or promotional purposes.

We may disclose information to authorized service providers who assist with delivering our SMS communications, subject to applicable privacy and security requirements.

We may also disclose information when required or otherwise permitted by law.

7. Information Security and HIPAA

Thrive Therapy implements reasonable administrative, physical, and technical safeguards to protect personal information from unauthorized access, use, or disclosure.

Standard SMS messaging may not provide the same security protections as dedicated healthcare communication systems.

We encourage patients and families not to transmit sensitive medical information, detailed clinical information, or other confidential health information through text messaging.

Any protected health information transmitted, received, or maintained through our messaging systems will be handled in accordance with applicable privacy and security requirements.

8. Changes to This Policy

Thrive Therapy may update this policy to reflect changes in our services, technology, or legal requirements.

The current version will be maintained on our website. When required by law, we will provide notice of material changes.

9. Contact Information

Thrive Therapy, PLLC

Address: 29 Daniel Dr., Ste. 102
Crossville, TN 38555

Telephone: 931-510-1961

Email: info@thrivetherapytn.com

Website: www.thrivetherapytn.com

For assistance with SMS messaging, reply **HELP**.

To discontinue SMS messaging, reply **STOP**.